



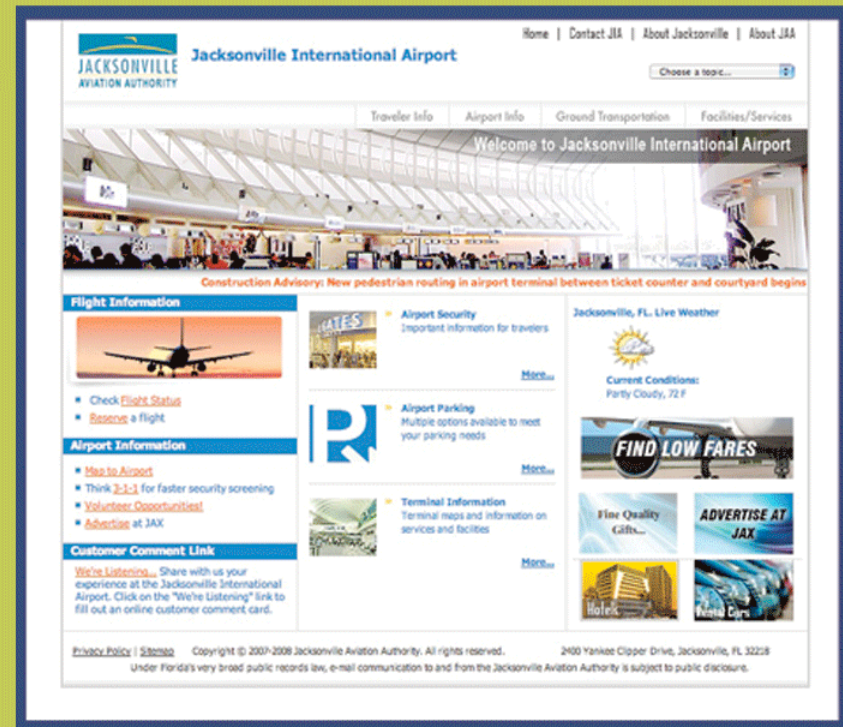
Reaching the **Public** Through **Social Media**

The Hester Group | Jacksonville, Florida | March 3, 2010

Agenda

- Social Media Overview
- Social Media Benefits
- Airports & Social Media

Social Media Overview



- Internet based tools
- User-generated content
- Video, audio, text or multimedia

Reaching the **Public** Through
Social Media




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facebook 36 10 Search Home Profile Account

Greg Bruce
Wall Info Photos Boxes +

What's on your mind?
Attach: [Icons] Share Options

RECENT ACTIVITY
Greg and Dale Clausen are now friends. · Comment · Like
Greg and Tarelton Cherry are now friends. · Comment · Like
Greg and Jack Leader are now friends. · Comment · Like

RECENT ACTIVITY
Greg and Gaynelle Nair are now friends. · Comment · Like
Greg and Clifford Naylor are now friends. · Comment · Like
Greg wrote on Jon Clark's Wall.

Michael Eric Braren Happy Birthday Greg!!!
February 4 at 8:48pm · Comment · Like · See Wall-to-Wall

RECENT ACTIVITY
Greg wrote on Michael Eric Braren's Wall.

Sharon McGlone Happy Birthday! Enjoy!
February 4 at 8:24pm · Comment · Like Remove

Carly Beam Happy Birthday!
February 4 at 6:31pm · Comment · Like · See Wall-to-Wall

Monica Estevez Happy Birthday! sweetie... I hope you have a great birthday WEEK! have fun for me too please!
ME
February 4 at 5:27pm via Birthday Calendar · Comment · Like · See Wall-to-Wall · Try Birthday Calendar

RS Smooth HAPPY BIRTHDAY!!!
February 4 at 4:37pm · Comment · Like · See Wall-to-Wall

Information
Birthday:
February 4

Friends
270 friends See All
Amanda Fronckoski Lijlo McWilliams Endo Exo
Nikol Sawyer Linda Schmitt Staniel Glorious Johnson

Photos
2 of 7 albums See All
Mom's 50th Celebration Created about 4 months ago

Create an Ad
Dollar General
become a fan of DG
Become one of Dollar General's first fans! Sign up today for news, deals, promotions, contests and more.
Become a Fan
Hair Stylists LOVE Us
FINALLY, a better way to schedule your clients! More repeat business, online promotions and less phone tag. FREE 30 DAY TRIAL
Like
Play a Dreadknight?
Join Millions of users in an epic fantasy game. Raise an army of Dragons, Knights, and Elves! Beautiful Graphics. Play at Work!
Like
More Ads

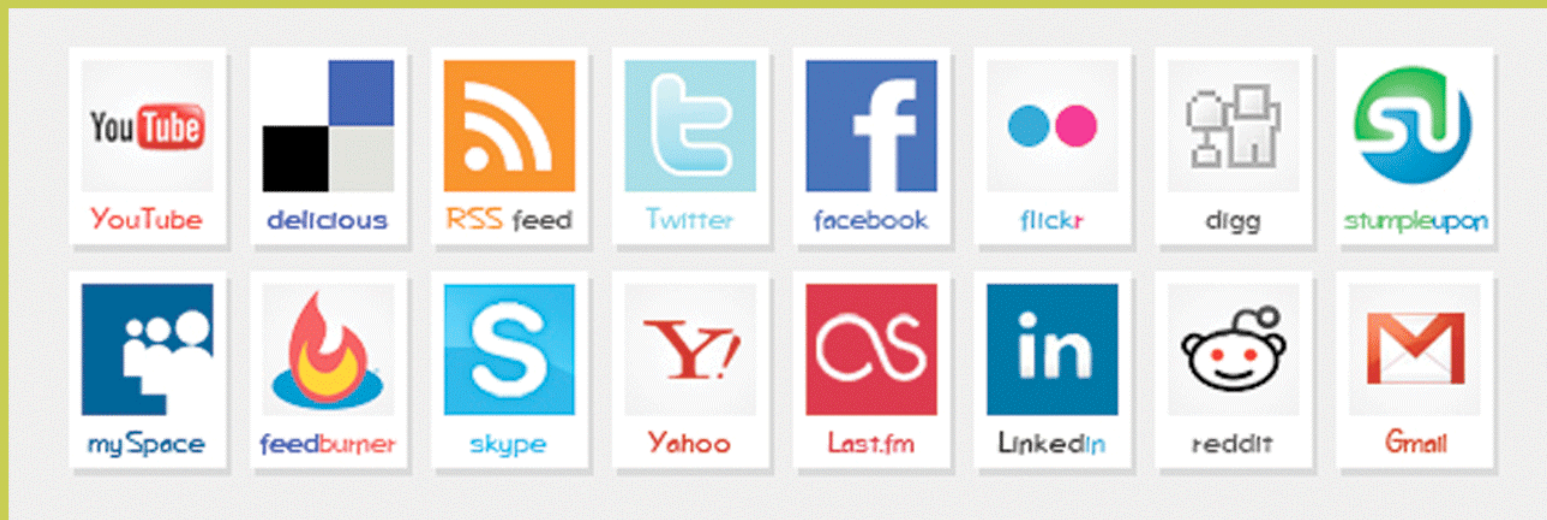
Chat (Offline)

Done Internet 100%

Reaching the **Public** Through
Social Media



Social Media Site Icons



Social Media Sub-Categories

Social News

Digg
Twitter
Slashdot

Social Networking

Facebook
MySpace
Orkut

Social Sharing

YouTube
Flickr
Tumblr

Social Bookmarking

StumbleUpon
Delicious
Meneame

Social Knowledge

Wikipedia
Yahoo Answers
Squidoo

Social News

Social Sharing



Social Networking

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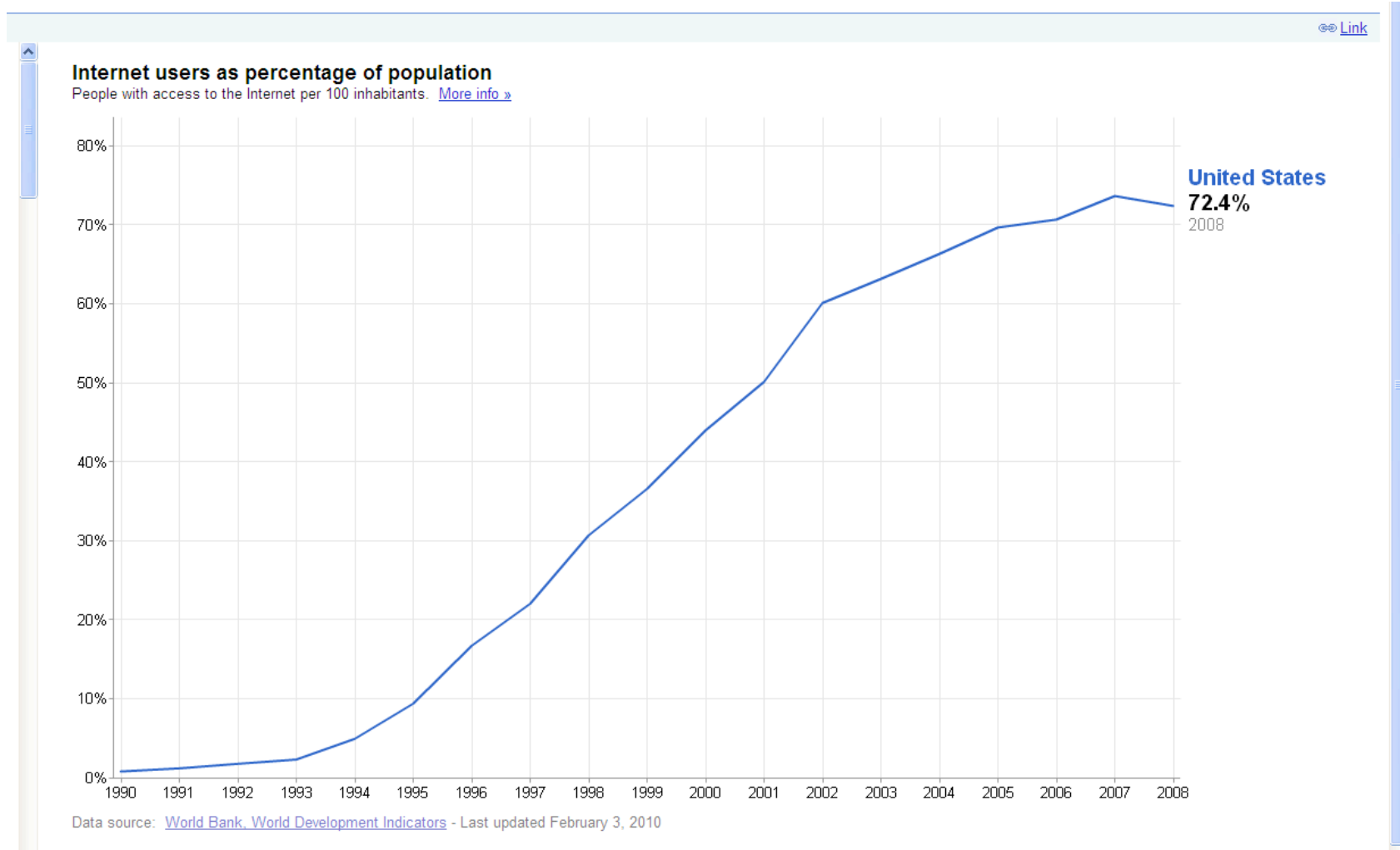


Who USES IT?



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Data & Findings

Teen And Adult Use Of Social Networking Sites Has Risen Significantly

Teens

- 73% of wired American teens now use social networking sites
- 65% used social networking sites in February 2008

Adults

- 47% of online adults use social networking sites
- 37% used social networking sites in November 2008

Pewinternet.org, Social Media and Young Adults, Feb. 3, 2010



Data & Findings

Adult Usage

- 52% say they have two or more different profiles
- 42% had multiple profiles in May 2008

Facebook is the most commonly used online social network among adults

- 73% have a profile on Facebook
- 48% have a profile on MySpace
- 14% have a LinkedIn profile

Pewinternet.org, Social Media and Young Adults, Feb. 3, 2010



Social Media Benefits

- Information shared within a community
- Real-time:
 - real-time questions
 - real-time answers
 - real and current interaction
- Fans of the industry can become followers and information is virally spread





Social Media and Airports



Public Participation

Traditional Methods for Public Participation

- Workshops
- Notices/Postings
- Charts
- Presentations, Videos, Maps/Images



Public Participation

Why is public participation necessary in aviation?

- Most airports are publically owned, as such, “good neighbor” policies encourage public participation.
- Best opportunities for public participation include airport master plans, environmental assessments for capital improvement projects and Part 150 Noise Studies.
- Public outreach is becoming more and more important in the success of these types of projects.

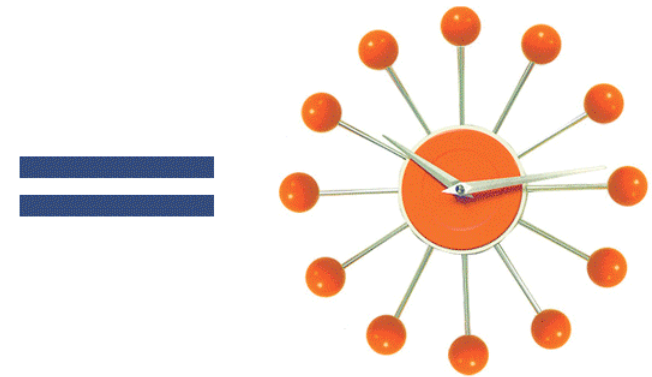


Public Participation

We Need To Increase Public Participation

- Increase project interest/awareness
- Solicit feedback
- Keep individuals informed



[illegible]

- Real Time Interaction
- Current Information
- Target Professional Audiences

Social Media & Public Participation

Benefits Of Social Media Can Increase Public Participation

- Links to online resources, newsletters, etc.
- Encourages followers/builds fan base
- User generated
- Improves customer service and response time





How to **Get Started**



How To Get Started

- Champion your leadership
- Develop working group/task force of interested parties
- Involve your communications/public relations department
- Appoint a chief listener
- Develop policy/process



Industry Examples

Facebook- [Eugene, Oregon Airport](#); [Chino, California Airport](#); [Pittsburgh, Pennsylvania Airport](#), [Suvarnabhumi Airport in Bangkok, Thailand](#)

Twitter- [Flint Bishop International Airport](#)



Additional Industry Examples

Federal– [US Census Bureau](#) (FB), [US EPA](#) (FB),
[NASA](#) (T), [US Dept. of the State](#) (T),
[Center for Disease Control](#) (T)
[State-Missouri National Guard](#) (FB),
[Ohio Department of Health](#) (FB),
[California Environmental Protection Agency](#) (FB),
[Texas Department of Transportation](#) (FB)

County- [County of San Francisco](#) (FB),
[Montgomery County, MD](#) (T), [Durham County, NC](#) (T)

City- [Albuquerque, NM](#) (T), [New York City](#) (FB),
[City of Philadelphia](#) (FB)

Thank you.
Questions?



www.hester-group.com

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